

03-03-2009

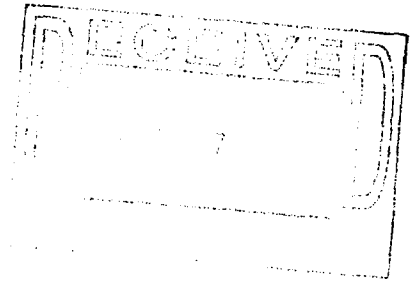
IN THE



RK OFFICE

103550633

Regn. No: 3451813
 Registrant: Newark Morning Ledger Co.
 Assignee: Ed Silverman
 Mark: PHARMALOT
 Registered: June 24, 2008
 Assignment Date: January 1, 2009
 Attorney: Lloyd Parodneck
 424 Columbus Ave.
 New York, NY 10024
 917-647-0616
 lparodneck@aol.com



2-17-09

ASSIGNMENT COVER SHEET

The assignee, Ed Silverman, a U.S. citizen residing at 19 Milton St., Millburn, New Jersey, United States, 07041, requests that the above-referenced service mark registration assignment be recorded in the United States Patent and Trademark Office. Attached hereto is a copy of the Assignment Agreement. Also attached hereto is a filing fee in the amount of \$40.

Respectfully submitted,

Lloyd Parodneck

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ASSIGNMENT OF TRADEMARKS

This Trademark Assignment is effective as of January 1, 2009, by and between Newark Morning Ledger Co., Star Ledger Plaza, Newark, NJ 07102 ("NML") and Edward Silverman, 19 Milton Street, Milburn, NJ 07041 ("Silverman").

WHEREAS, NML desires to assign all of its right, title and interest in and to the mark PHARMALOT (the "Trademark") and Federal registration number 3451813; and

WHEREAS, Silverman desires to acquire said Trademark and registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, NML does hereby sell, assign, transfer and set over unto Silverman all right, title and interest in and to the Trademark, together with any and all goodwill associated with the use and/or registration of the Trademark, all common law rights and all registrations therefore.

IN WITNESS WHEREOF, NML has executed this Assignment as of the date first above written.

Newark Morning Ledger Co.

By: George E Arwady
Name: George Arwady
Title: President